

Section IV

Cessation Activities

This section will open with a general session Monday afternoon, June 2, to hear status reports on cessation methods: (a) behavior therapy, (b) hypnosis, (c) pharmacologic intervention, (d) physician intervention and personal health counseling, and (e) public education. The status report on smoking withdrawal clinics is dealt with separately, Wednesday afternoon, June 4.

Tuesday morning, June 3, the section will break into four separate workshops: (a) behavior therapy, (b) pharmacologic intervention, (c) public education, and (d) a combined workshop for physician intervention, personal health counseling and hypnosis.

Tuesday afternoon, June 3, the entire section will reconvene for a general session—a symposium on the difficulties people have in giving up smoking.

Wednesday morning, June 4, the section will break again, this time into three symposia: (a) research methodology, (b) guidelines for organizing smoking withdrawal clinics, (c) conference recommendations.

Wednesday afternoon, June 4, the section will reconvene in general session to consider recommendations.

Thursday morning, June 5, all sections will come together for the closing plenary session of the entire conference.

Monday June 2
1:30 to 5:00
Basildon Room

**General Session: STATUS REPORTS ON
CESSATION METHODS**

Chairman: Keith P. Ball

1. Behavior Therapy. Edward Lichtenstein
2. Hypnosis. Martin T. Orne
3. Pharmacologic Intervention. Murray E. Jarvik
4. Physician Intervention and Personal Health Counseling. Geoffrey Rose
5. Public Education. Lars M. Ramstrom
6. Smoking Withdrawal Clinics (see Wednesday afternoon)

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Tuesday June 3

9:00 to 12:00

Duke of Windsor
Suite

Tuesday June 3

9:00 to 12:00

Vanderbilt Suite

Tuesday June 3

9:00 to 12:00

Conrad's Salon

Tuesday June 3

9:00 to 12:00

Conrad's Dining Room

Tuesday June 3

2:30 to 5:30

John Jacob Astor
Salon

Wednesday June 4

9:00 to 12:00

Conrad's Salon

Wednesday June 4

9:00 to 12:00

Conrad's Dining Room

Wednesday June 4

9:00 to 12:00

Basildon Room

Workshop A: BEHAVIOR THERAPY

Chairman: Edward Lichtenstein

Panel: Johannes C. Brengelmann, Joseph E. Cautela,
Steven A. Kopel

Workshop B: PHARMACOLOGIC INTERVENTION

Chairman: Murray E. Jarvik

Panel: Bo Brantmark, Borje E. Ejrup, Jane F. Emble,
Ove B. Ferno, Ellen R. Gritz, Ian P. Stolerman

Workshop C: PUBLIC EDUCATION

Chairman: Lars M. Ramstrom

Panel: Rosmarie Erben, Gisela A. Gastrin

Workshop D: PHYSICIAN INTERVENTION, PERSONAL HEALTH COUNSELING, HYPNOSIS

Chairmen: Geoffrey Rose, Martin T. Orne

Panel: Herbert Spiegel, S. Leonard Syme, Richard W.
Turner, Lars Wilhelmsen

General Session: PANEL DISCUSSION

Why Do So Many People Have So Much Difficulty Giving Up Smoking and What Can We Do About It?

Chairman: Daniel Horn

Panel: Jerome H. Jaffe, Bernard Mausner, M. A. H.
Russell

Symposium A: RESEARCH METHODOLOGY IN SMOKING CESSATION

Chairman: Douglas A. Bernstein

Panel: William A. Hunt, Ovide F. Pomerleau, Jerome L.
Schwartz, Bruce C. Straits

Symposium B: GUIDELINES FOR ORGANIZING SMOKING WITHDRAWAL CLINICS

Chairman: Lloyd A. Shewchuk

Panel: Johannes C. Brengelmann, Dee Burton, G. Craig
Caputo, Laura Karenen, Boris Luban-Plozza

Symposium C: COMMITTEE ON CONFERENCE RECOMMENDATIONS

Chairman: Donald T. Fredrickson

Panel: Joseph Chadwick, Paul M. Insel, Alan S. Meyer,
George Saunders, Jerome L. Schwartz

1005095125

GENERAL SESSION

Wednesday June 4

1:30 to 3:15

Basildon Room

1. Status Report on Smoking Cessation Clinics

Chairman: Branko Késic

a. Report on U.S. and Canada: Jerome L. Schwartz

b. Report on Europe, Asia, South America: Else-Lill Berglund

Wednesday June 4

3:30 to 5:00

Basildon Room

2. An Integrated Approach to Smoking Control

Chairman: Gosta Tibblin

Panel: Joseph Chadwick, Lars Wilhelmsen, Peter D. Wood, Alfred McAlister

Thursday June 5

9:00 to 12:00

Empire Room

Closing Plenary Session for the Entire Conference

Chairman: Sir George E. Godber

Report of recommendations from each of the five sections
and adoption of recommendations.

1005095176

Section V **Governmental and Social Action**

This section will open with a general session, Monday afternoon, June 2, to hear reports on governmental and social action around the world.

There will be no breakdown into separate sub-sections. This group will remain together in general session Monday afternoon, June 2, all day Tuesday, June 3, and all day Wednesday, June 4.

Tuesday morning and afternoon, June 3, there will be reports and discussion on special approaches to the control of smoking.

Wednesday morning, June 4, there will be reports and discussion on organizing for action at the international, regional, national and voluntary organization levels. The session on organizing for action will continue part way into the Wednesday afternoon session.

During the latter part of that session (Wednesday afternoon, June 4), recommendations for future action will be considered and adopted.

Thursday morning, June 5, all sections will come together for the closing plenary session of the conference.

**Monday June 2
1:30 to 5:00
Empire Room**

General Session: GOVERNMENTAL AND SOCIAL ACTION AROUND THE WORLD

Chairman: Robert M. Taylor

1. Survey of legislative action by governments around the world. Jean De Moerloose
2. Survey of educational programs on smoking in Europe. Wolfgang E. Fritzsche
3. Anti-smoking programs in several countries
 - a. Austria. Michael Kunze
 - b. Switzerland. Meinrad E. Schär
 - c. England. Jack B. Cornish
 - d. Poland. Kornel Gibinski
 - e. Sweden. Gosta Tibblin
 - f. United States. Michael Pertschuk
 - g. U.S.S.R. D. Loransky
 - h. Yugoslavia. Djordje Jakovljevic

1005095127

Tuesday June 3
9:00 to 12:00
Empire Room

**General Session: SPECIAL APPROACHES TO THE
CONTROL OF SMOKING (I)**

Chairman: Carl E. Sturkell

1. Phasing out tobacco

- a. The economic and political aspects of phasing out tobacco. Leo A. Kaprio,
- b. The effects on a tobacco-dependent economy.

Vladimir Kalaydjiev,

2. "Pricing out" tobacco

- a. Price as a factor in cigarette consumption.

Robert H. Miller,

3. Prohibition of Advertising

- a. The effect of the advertising ban on consumption.

James L. Hamilton

- b. Some problems in phasing out advertising.

Michael M. Daube

- c. Should advertising be banned?

Karl R. Waernberg, Anders Bratholm

Tuesday June 3
2:30 to 5:30
Empire Room

**General Session: SPECIAL APPROACHES TO THE
CONTROL OF SMOKING (II)**

Chairman: Luther L. Terry

1. Reducing tar, nicotine and CO levels in cigarettes

- a. Methods for reducing tar, nicotine and CO levels in cigarettes; experiences in reducing these components in different countries. Gio B. Gori
- b. Taxing cigarettes according to tar content.

William Drayton

2. Cessation Programs

- a. Status of cessation programs around the world.

Jerome L. Schwartz

3. Restriction on Smoking in Public Places

- a. Health hazards to the passive smoker. Scientific evidence. Wilbert S. Aronow,
- b. Governmental and social action to restrict smoking.

John F. Banzhaf III.

1005095128

Wednesday June 4
9:00 to 12:00
Empire Room

General Session: ORGANIZING FOR ACTION

Chairman: Kjell Bjartveit

1. The Expert Committee of WHO; a report.
Mikhail A. Akhmeteli
2. The Nordic Council; a report. K. Olavi Elo
3. Organizing for action in Latin America; a proposal.
Daniel J. Joly
4. Special Government Agencies
 - a. The National Council on Smoking and Health, Norway. Kjell Bjartveit
 - b. The Health Education Council, U.K.
Arthur J. Dalzell-Ward
5. Voluntary Organizations
 - a. The role and performance of the voluntary organization in control of smoking. Nigel Gray
 - b. Panel:
 - (1) American Cancer Society: Allan K. Jonas
 - (2) ASH, England: Michael M. Daube
 - (3) Israel Cancer Association: Dov B. Ben-Meir
 - (4) National Association on Smoking and Health, Norway: Allan Aarflot
 - (5) National Interagency Council on Smoking and Health (U.S.A.): Roger W. Schmidt
 - (6) World Conference of 7th Day Adventists:
J. Wayne McFarland

Wednesday June 4
1:30 to 2:30
Empire Room

2:45 to 5:15
Empire Room

General Session

1. Voluntary organizations (continued from morning session)

2. General Session: RECOMMENDATIONS ON GOVERNMENTAL AND SOCIAL ACTION

Chairman: Robert M. Taylor

- a. Governmental programs. Fritz Beske
- b. Motivating governments to act. Berit As
- c. Adoption of recommendations.

Thursday June 5
9:00 to 12:00
Empire Room

Closing Plenary Session for the Entire Conference

Chairman: Sir George E. Godber

Report of recommendations from each of the five sections and adoption of recommendations.

Program Participants

Allan Aarflot
Editor
TOBAKKEN OG VI
Oslo, Norway

Theodor Abelin, M.D.
Professor; Head, Department of Social and Preventive Medicine
University of Berne
Berne, Switzerland

Mikhail A. Akhmeteli (Candidate of Medical Sciences, USSR)
Director, Division Non-Communicable Diseases
World Health Organization
Geneva, Switzerland

Charles A. Althafer, M.P.H.
Acting Director
National Clearinghouse for Smoking and Health
Atlanta, Georgia

Wilbert S. Aronow, M.D.
Chief, Cardiology Section
Veterans Administration Hospital
Long Beach, California

Berit S. As, M.P.
Parliament, The Norwegian Government
Oslo, Norway

Poul Astrup, M.D.
Professor
Dept. of Clinical Chemistry
Rigshospitalet
Copenhagen, Denmark

Oscar Auerbach, M.D.
Senior Medical Investigator
Veterans Administration Hospital
East Orange, New Jersey

Stephen M. Ayres, M.D.
Physician-in-Chief
The Saint Vincent Hospital
Worcester, Massachusetts

Sol R. Baker, M.D.
Assoc. Clinical Professor, Therapeutic Radiology
UCLA School of Medicine
Beverly Hills, California

Keith Ball, M.D., F.R.C.P.
Cardiologist & Physician
Central Middlesex Hospital
London, England

John F. Banzhaf III
Executive Director
Action on Smoking and Health
Washington, D.C.

Generoso F. Basa, M.D.
Executive Secretary
Philippine Cancer Society, Inc.
Manila, Philippine Islands

D. V. Bates, M.D.
Faculty of Medicine
University of British Columbia
Vancouver, Canada

Sam P. Battista, Ph.D.
Senior Staff Pharmacologist
Arthur D. Little, Inc.
Cambridge, Massachusetts

Dov B. Ben-Meir
Director General
Israel Cancer Association
Tel-Aviv, Israel

Else-Lill Berglund, Dr.H.Sc.
Consultant
National Council on Smoking and Health
Oslo, Norway

Douglas A. Bernstein, Ph.D.
Associate Professor, Department of Psychology
Western Washington State College
Bellingham, Washington

Fritz Beske, M.D.
Secretary of State
Ministry for Social Affairs of Schleswig-Holstein
Kiel
Germany (Federal Republic of Germany)

Kjell Bjartveit, M.D., D.P.H.
Chairman of Council
The National Council on Smoking and Health
Oslo, Norway

Fred G. Bock, Ph.D.
Director, Orchard Park Laboratories
Roswell Park Memorial Institute
Buffalo, New York

Bo Brantmark, Ph.D.
Assistant Head
Medical Department
Aktiebolaget Leo
Helsingborg, Sweden

Anders Bratholm, LL.D.
Professor of Law
University of Oslo
Oslo, Norway

Johannes C. Brengelmann, M.D., Ph.D.
Head, Department of Psychology
Max-Planck-Institute for Psychiatry
Munich, Germany

Irwin D. J. Bross, Ph.D.
Director of Biostatistics
Roswell Park Memorial Institute
Buffalo, New York

Klaus Brunnemann
Head, Section of Analytical Chemistry
American Health Foundation
Naylor Dana Institute for Disease Prevention
Valhalla, New York

1005095180

Walter J. Burdette, M.D., Ph.D.
Houston, Texas

David M. Burns, M.D.
Medical Officer
National Clearinghouse for Smoking and Health
Center for Disease Control
Atlanta, Georgia

Dee Burton
Therapist
American Health Foundation
New York, New York

Richard O. Butcher, M.D.
San Diego, California

Neville R. Butler, M.D., F.R.C.P., D.C.H.
Professor of Child Health, University of Bristol
Department of Child Health
Royal Hospital for Sick Children
Bristol, England

G. Craig Caputo, Ph.D.
Research Associate
Department of Psychology
University of Wisconsin
Madison, Wisconsin

William Carlyon, Ph.D.
Assistant Director
Department-Health Education
American Medical Association
Chicago, Illinois

David T. Carr, M.D.
Chairman, Dept. of Oncology
Mayo Clinic
Rochester, Minnesota

Joseph R. Cautela, Ph.D.
Professor of Psychology
Psychology Department
Boston College
Chestnut Hill, Massachusetts

Joseph Chadwick, Ph.D.
Director of Health Systems Program
Menlo Park, California

Dr. Winston H. Cherry
Department of Statistics
University of Waterloo
Waterloo, Ontario, Canada

William G. Cochran, M.A.
Department of Statistics
Science Center
Harvard University
Cambridge, Massachusetts

David M. Conning, M.B., B.S.
Deputy Director
Imperial Chemical Industries Limited
Central Toxicology Laboratory
Alderley Park
Cheshire, England

Theodore Cooper, M.D.
Assistant Secretary for Health
Department of Health Education and Welfare
Washington, D.C.

Jack B. Cornish
Department of Health and Social Security
London, England

Cheryl Cortines, M.P.H.
Health Education Consultant
Cancer and Heart Disease Program
Texas State Department of Health
Austin, Texas

Tore Dalhamn, M.D.
Institutionen for Hygien
Bromedicinska Antrum
Uppsala, Sweden

Arthur J. Dalzell-Ward, FFCM, DPH
Chief Medical Officer
The Health Education Council
London, England

Michael M. Daube
Executive Director
ASH (Action on Smoking and Health)
London, England

Roy L. Davis, M.A., M.P.H.
Director, Community Program Development
Center for Disease Control
Atlanta, Georgia

Thomas R. Dawber, M.D.
Professor of Medicine
Boston University, School of Medicine
Boston, Massachusetts

Geoffrey S. Dawes, D.M., F.R.S.
Professor, Director of Nuffield Institute
for Medical Research
University of Oxford
Oxford, England

Jean De Moerloose, M.D.
Chief, Health Legislation
World Health Organization
Geneva, Switzerland

Evert Dekker, Ph.D.
Head, Dept. of Mental Hygiene
Ministry of Public Health and
Environmental Hygiene
Leidschendam, Netherlands

Louis Diamond, Ph.D.
Director, Pharmacodynamics and
Toxicology Division
University of Kentucky
College of Pharmacy
Lexington, Kentucky

Dr. Walter Dontenwill
Director, Research Institute of the German
Cigarette Industry
Hamburg, Germany

1005095181

William Drayton, M.A., J.D.
Lawyers' Committee on Tax Reform
New York, New York

Frances M. Driscoll, M.A.
Adult and Youth Coordinator
Rhode Island Interagency Council on Smoking
Pawtucket, Rhode Island

Tage Egsmose, M.D.
Associate Professor
Copenhagen University Institute of Hygiene
Copenhagen, Denmark

Borge E. V. Ejrup, M.D.
Clinical Associate Professor of Medicine
Cornell University Medical College
New York, New York

K. Olavi Elo, M.D., D.P.H.
Acting Director, Department of Epidemiology
and Hygiene
National Board of Health
Helsinki, Finland

Jane Frances Emele, Ph.D.
Director of Biological Research
American Chicle Division of
Warner Lambert Company
Morris Plains, New Jersey

Norman Epstein, M.D., C.M.,
F.R.C.P.(C), F.A.C.A.
St. Joseph's Hospital
Toronto, Canada

Rosmarie Erben
Psychologist, Governmental Consultant
Federal Center for Health Education
Köln-Meiheim, Germany

Emanuel Farber, M.D.
Temple University School of Medicine
Fels Research Institute
Philadelphia, Pennsylvania

Manning Feinleib, M.D., D.P.H.
Chief, Epidemiology Branch
Division of Heart and Vascular Disease
National Heart and Lung Institute
Bethesda, Maryland

Dr. Ove B. Ferno
Vice President
Aktiebolaget Leo
Helsingborg, Sweden

Benjamin G. Ferris, M.D., F.A.C.P.M.
Professor, Environmental Health and Safety
Harvard School of Public Health
Boston, Massachusetts

Charles M. Fletcher, C.B.E., M.D.
Professor of Clinical Epidemiology
Department of Medicine, Royal Postgraduate
Medical School
Hammersmith Hospital
London, England

Emerson Foote
Honorary Life Member
American Cancer Society
New York, New York

Donald T. Fredrickson, M.D.
Director, Inter Society Commission for
Heart Disease Resources
New York, New York

*Jacob Furth, M.D., Sc.D.
Emeritus Professor of Pathology
Institute of Cancer Research
Francis Delafield Hospital
Columbia University College of
Physicians & Surgeons
New York, New York

Lawrence Garfinkel, M.A.
Assistant Vice President Epidemiology
and Statistics
American Cancer Society
New York, New York

Gisela A. Gästrin, M.D.
Specialist in Health Education
Helsinki, Finland

Kornel Gibinski, M.D.
Director
Institute of Internal Medicine
Slaskiej Academy of Medicine
Katowice, Poland

Sir George E. Godber, G.C.B., D.M., F.R.C.P.
Chairman, Expert Committee on
Smoking and Health
World Health Organization
and formerly
Chief Medical Officer
Dept. of Health and Social Security
United Kingdom

Glenn A. Goldberg, J.D.
General Counsel
Action on Smoking and Health (ASH)
Washington, D.C.

Harvey Goldstein, B.Sc.
Head of Statistics
National Children's Bureau
London, England

Tavia Gordon
Statistician
National Heart and Lung Institute
Bethesda, Maryland

Gio B. Gori, Ph.D.
Deputy Director, Division of Cancer Cause
and Prevention
National Cancer Institute
Bethesda, Maryland

*Dr. Wolfgang E. Fritzsche
President, Federal Center for Health Education
Cologne, Germany

1005095183

Clara L. Gouin, M.A.
Founder
Group Against Smokers' Pollution (GASP)
College Park, Maryland

Nigel J. Gray, M.B., B.S.,
F.R.A.C.P., F.A.C.M.A.
Director
Anti-Cancer Council of Victoria
East Melbourne, Australia

Dorothy E. Green, Ph.D.
Consulting Research Psychologist
Arlington, Virginia

Lawrence W. Green, D.P.H.
Head, Division of Health Education
School of Hygiene & Public Health
Johns Hopkins University
Baltimore, Maryland

Paula Green
President
Green Dolmatch Inc. Advertising
New York, New York

William Griffiths, Ph.D.
Professor of Public Health and Chairman,
Dept. of Social & Admin. Health Sciences
University of California
School of Public Health
Berkeley, California

Ellen R. Gritz, Ph.D.
Research Psychologist
Veterans Administration Hospital
Brentwood
Los Angeles, California

Michael R. Guerin, Ph.D.
Group Leader, Bio/Organic Analysis
Oak Ridge National Laboratory
Oak Ridge, Tennessee

Howard M. Halter, M.S.
Vice President and Director of Research and
Development
AMF Inc.
Richmond, Virginia

James L. Hamilton, Ph.D.
Associate Professor of Economics
Wayne State University
Detroit, Michigan

E. Cuyler Hammond, Sc.D.
Vice President
Epidemiology & Statistics
American Cancer Society, Inc.
New York, New York

Nathan C. Hanson, M.S.
Program Director
American Heart Association—Ohio Affiliate
Columbus, Ohio

Hans P. Harke, Ph.D.
Forschungsinstitut der Cigarettenindustrie e.V.
Hamburg
Germany

George T. Harrell, M.D.
Vice President for Medical Sciences Emeritus
The Milton S. Hershey Medical Center
The Pennsylvania State University
Timonium, Maryland

Stephen S. Hecht, Ph.D.
Associate Member
American Health Foundation
Valhalla, New York

Ian T. T. Higgins, M.D., F.R.C.P.
Professor of Epidemiology,
School of Public Health
University of Michigan
Ann Arbor, Michigan

Glenn I. Hildebrand, M.P.H.
Education Director
California Division, American Cancer Society
San Francisco, California

Mrs. Helen S. Hill
Texas State Department of Health
Austin, Texas

Peter Hill, Ph.D.
Head Lipid Metabolism
American Health Foundation
Valhalla, New York

Takeshi Hirayama, M.D., Dr. M.Sc., M.P.H.
Chief
Epidemiology Division
National Cancer Center
Research Institute
Tokyo
Japan

Irene Gilbert Hiscock
Los Angeles, California

Lasse O. Hjern, M.Sc.
Head, Central Laboratory
Swedish Tobacco Company
Stockholm
Sweden

Dietrich K. Hoffman, Ph.D.
Chief, Division Environmental Carcinogenesis
Naylor Dana Institute for Disease Prevention
Valhalla, New York

Walter W. Holland, M.D., F.R.C.P., F.F.C.M.
Professor of Clinical Epidemiology and
Social Medicine
Department of Community Medicine,
St. Thomas's Hospital Medical School
London
England

1005095184

Daniel Horn, Ph.D.
Special Consultant
World Health Organization
Geneva, Switzerland
and
Director, on leave
National Clearinghouse on
Smoking and Health, U.S.

Cynthia L. Hull, M. Ed.
Health Education Consultant
Education Service Center, Region XIII
Austin, Texas

William A. Hunt, Ph.D.
Research Scientist
The Learning Center
American University
Washington, D.C.

Paul Martin Insel, Ph.D.
Senior Health Psychologist
Stanford Research Institute
Menlo Park, California

Jerome H. Jaffe, M.D.
Chief, Department of Biological Psychiatry
New York State Psychiatric Institute
New York, New York

Dr. D. Jakovljevic
Director
Yugoslav Commission for Cooperation with
International Health Organizations
Novi Beograd
Yugoslavia

Walter G. James, M.A.
Vice President
Public Education
American Cancer Society
New York, New York

Murray E. Jarvik, M.D.
Professor of Psychiatry and Pharmacology
University of California
Los Angeles, California

Daniel J. Joly, M.D., D.P.H.
Regional Advisor,
Epidemiology of Chronic Diseases
Pan American Health Organization
World Health Organization
Washington, D.C.

Allan K. Jonas, B.S.E.
Chairman
Committee on Tobacco and Cancer
American Cancer Society
Los Angeles, California

Dr. Vladimir Kalaydjiev
Vice-President
Council for the Development
of Human Resources
c/o The State Council
of the People's Republic of Bulgaria
Sofia Bulgaria

William B. Kannel, M.D., M.P.H.
Co-Director, Framingham Heart Study
National Heart and Lung Institute
Framingham, Massachusetts

Leo A. Kaprio, M.D., D.P.H., F.A.P.H.A.
Regional Director
World Health Organization
Regional Office for Europe
Copenhagen
Denmark

Charles M. Keith, Ph.D.
Senior Research Associate
Celanese Fibers Company
Charlotte, North Carolina

Charles J. Kensler, Ph.D.
Senior Vice President Professional Operations
Arthur D. Little, Inc.
Cambridge, Massachusetts

Donald C. Kent, M.D.
Medical Director
Life Extension Institute
New York, New York

Laura C. Keranen, M.P.H.
School of Public Health
University of California
Berkeley, California

Branko Kesic, M.D., Dr. Sc.
Professor of Hygiene, Social Medicine, and
Epidemiology
Andrija Stampar School of Public Health
Medical Faculty
University of Zagreb
Zagreb
Yugoslavia

Noboru Kimura, M.D.
Professor & Director
Institute of Cardiovascular Diseases
Kurume University
Kurume
Japan

Jerome I. Kleinerman, M.D.
Head, Division Pathology Research and
Cytrel Project Manager
Clinical Pathology
St. Luke's Hospital
Cleveland, Ohio

Dr. Hubert Klus
Chemist
Austria Tabakwerke AG
Vienna
Austria

Steven A. Kopel, Ph.D.
Clinic Coordinator, M.R.F.I.T. Heart Attack
Prevention Program
Rutgers Medical School
Department of Community Medicine
Piscataway, New Jersey

1005095185

Dr. Hans Kuhn
Chief of Research Development
Austria Tabakwerke AG
Vienna
Austria

Roland K. Kunkel
Celanese Fibers Company
Charlotte, North Carolina

Michael K. Kunze, M.D.
Assistant Professor
Institute of Hygiene, University of Vienna
Vienna
Austria

Joanne B. Lagerson, R.N., M.A.
Nurse Specialist in Respiratory Disease
The Better Breathing Bureau
New York, New York

Charles A. LeMaistre, M.D.
Chancellor
The University of Texas System
Austin, Texas

Annette Le Meitour-Kaplin, M.A., D.H.E.
Editor
International Journal of Health Education
Geneva
Switzerland

Claude Lenfant, M.D.
Director, Division of Lung Diseases
National Heart and Lung Institute
Bethesda, Maryland

Owen D. Lewis, B.A.
Adviser: Policy & Planning (Tobacco)
Department of National Health & Welfare
Ottawa, Ontario
Canada

Edward Lichtenstein, Ph.D.
Professor of Psychology,
Director of Clinical Training
University of Oregon
Psychology Clinic
Eugene, Oregon

Sol S. Lifson, M.A., M.P.H.
Consultant
American Lung Association
New York, New York

Mary Anita Loos
Author, Screenwriter,
Santa Monica, California

Lawrence D. Longo, M.D.
Professor of Physiology and
Obstetrics & Gynecology
Loma Linda University
Department of Perinatal Biology
Loma Linda, California

Dmitry N. Loransky, M.D.
Director
Central Institute for
Scientific Research in Health Education
Moscow U.S.S.R.

James B. Losie
Executive Director
Heart Association, Greater Hartford
Hartford, Connecticut

B. G. Loveless, B.S.
Executive Director
American Lung Association—Dallas Area
Dallas, Texas

Boris Luban-Plozza, M.D.
Professor
Locarno
Switzerland

Alastair C. L. Mackie
Director General
Health Education Council
London
England

Dr. Robert Maronpot
American Health Foundation
Naylor Dana Institute for Disease Prevention
Valhalla, New York

A. Helen Martikainen, Dr.Sc.
Formerly
Chief, Health Education
World Health Organization
Geneva, Switzerland

Bernard Mausner, Ph.D.
Professor of Psychology and Chairman,
Department of Psychology
Beaver College
Glenside, Pennsylvania

Norman K. McAbee, Jr., M.S.
Division Manager
Pacific Telephone and Telegraph
Beverly Hills, California

J. Wayne McFarland, M.D.
Associate Secretary
Department of Health
General Conference of Seventh-day Adventists
Washington, D.C.

Henry C. McGill, Jr., M.D.
Professor of Pathology
The University of Texas Health Science Center
San Antonio, Texas

Gardner C. McMillan, M.D., Ph.D.
Associate Director for Etiology of
Arteriosclerosis and Hypertension
Division of Heart and Vascular Diseases
National Heart and Lung Institute
Bethesda, Maryland

Alan S. Meyer, Ph.D.
Chief, Evaluation Unit
Office of the Regional Director, Department of
Health, Education and Welfare
New York, New York

Robert H. Miller, Ph.D.
Program Leader, Tobacco
Economic Research Service, U.S. Department
Agriculture
Washington, D.C.

Harry Milt, M.S.
Secretary
Committee on Tobacco and Cancer
American Cancer Society
New York, New York

Condict Moore, M.D.
University of Louisville
School of Medicine
Dept. of Surgery
Health Sciences Center
Louisville, Kentucky

Dr. N. N. Napalkov
Director
The Petrov Institute of Cancer Research
Leningrad
USSR

Paul Nettesheim, M.D.
Biology Division
Oak Ridge National Laboratory
Oak Ridge, Tennessee

Michael T. Newhouse, M.D., M.Sc., F.R.C.P.(C)
Head, Service of Respirology
St. Joseph's Hospital
McMaster University
Hamilton, Ontario
Canada

Egbert Nüssel, M.D.
Professor
Clinical Institute for Myocardial Research
Heidelberg
Federal Republic of Germany

Alton Ochsner, Jr., M.D.
Member, Board of Directors
Louisiana Heart Association
Metairie, Louisiana

Martin T. Orne, M.D., Ph.D.
Professor
Institute of the Pennsylvania Hospital and
University of Pennsylvania
Philadelphia, Pennsylvania

Thomas B. Owen, Ph.D.
Assistant Director, Smoking and Health Program
National Cancer Institute
National Institutes of Health
Bethesda, Maryland

William S. Parker, M.B., Ch.B.
District Community Physician, Brighton Health
District, East Sussex Area Health Authority
Brighton, Sussex
England

Oglesby Paul, M.D.
Vice President of Health Sciences
Northwestern University
School of Medicine
Chicago, Illinois

Michael Pertschuk, B.A., LL.B.
Chief Counsel
United States Senate Commerce Committee
Washington, D.C.

Alexander J. Phillips, Ph.D.
Director of Public Education
Canadian Cancer Society
Toronto, Ontario
Canada

Ovide F. Pomerleau, Ph.D.
Director, Center for Behavioral Medicine
University of Pennsylvania Hospital
Philadelphia, Pennsylvania

Lars M. Ramström, Ph.D.
Director General
National Smoking and Health Association, NTS
Sweden

Clifton Read
Conference Consultant
New York, N.Y.
and formerly
Vice President for Public Information
American Cancer Society

Duvur Bhaskara Reddy, M.D.
Principal and Professor of Pathology
Kurnool Medical College
Kurnool
India

Donald D. Reid, M.D., D.Sc., F.R.C.P.
Professor of Epidemiology
Department of Medical Statistics & Epidemiology
London School of Hygiene & Tropical Medicine
London
England

Harold Wayne Richmond, M.D.
Corporate Medical Director
Cummins Engine Company, Inc.
Columbus, Indiana

Irving I. Rimer
Vice President for Public Information
American Cancer Society
New York, New York

1005095186

Nancy B. Ringle, B.A.
Chairman, Education Committee
(California Division)
American Cancer Society
Rancho Palos Verdes, California

Gwen W. Rorke, B.A.
Chairman, Smoking and Health Committee
Canadian Home and School and Parent-Teacher
Federation
Willowdale, Ontario
Canada

Geoffrey Rose, D.M., F.R.C.P., F.F.C.M.
Professor of Epidemiology and
Preventive Medicine
St. Mary's Hospital Medical School
London
England

M. A. H. Russell, M.D.
Senior Lecturer
Addiction Research Unit
Institute of Psychiatry
Maudsley Hospital
London
England

Ragnar Rylander, M.D.
Professor
Department of Environmental Hygiene
University of Gothenburg
Gothenburg
Sweden

Geno Saccomanno, M.D., Ph.D.
Pathologist
St. Mary's and Veterans' Hospitals
Grand Junction, Colorado

George Saunders
Coordinator
Special Education Projects
American Cancer Society
California Division
Oakland, California

Meinrad E. Schar, M.D., M.P.H.
Professor
Institute of Social and Preventive Medicine
University of Zurich
Zurich
Switzerland

Helmut Schivelbein, M.D.
Professor
Institute for Clinical Chemistry
German Heart Center
Munich
West Germany

Dietrich Schmähl, M.D.
Professor
Deutsches Krebsforschungszentrum, Institut für
Toxikologie und Chemotherapie
Heidelberg
West Germany

Irwin Schmeltz, Ph.D.
Associate Member;
Head, Bio-organic Chemistry
American Health Foundation
Valhalla, New York

Roger W. Schmidt
Executive Director
National Interagency Council on
Smoking and Health
New York, New York

Marvin A. Schneiderman, Ph.D.
Associate Director for
Field Studies and Statistics,
Division of Cancer Cause and Prevention
National Cancer Institute
Bethesda, Maryland

Leonard M. Schuman, M.D.
Professor and Director,
Division of Epidemiology
School of Public Health
University of Minnesota
Minneapolis, Minnesota

Jerome L. Schwartz, D.P.H.
Professor of Family Practice
School of Medicine
University of California
Davis, California

Friedlieb Seehofer, Sc.D.
B.A.T. Cigaretten Fabriken
Hamburg
Germany

Irving J. Selikoff, M.D.
Director, Environmental Sciences Laboratory
Mount Sinai School of Medicine of the CUNY
Mount Sinai Hospital
New York, New York

William A. Selke, Ph.D.
Director of Research
Schweitzer Division
Kimberly-Clark Corporation
Lee, Massachusetts

Lloyd A. Shewchuk, Ph.D.
Director of Behavioral Sciences
American Health Foundation
New York, New York

Lynn R. Smith
Publisher
Monticello Times
Monticello, Minnesota

Herbert Spiegel, M.D.
Associate Clinical Professor of Psychiatry
College of Physicians & Surgeons
Columbia University
New York, New York

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Jeremiah Stamler, M.D.
Chairman, Dept. of Community Health and
Preventive Medicine
Northwestern University
The Medical School
Chicago, Illinois

Jesse L. Steinfeld, M.D.
Chairman
Department of Medicine
Veterans Administration Hospital
Long Beach, California
and formerly
Surgeon General
U.S. Public Health Service

Jan Stephens, B.A.
Supervisor, Bureau of Health Education
Montgomery County Combined General Health
District
County Government Plaza
Dayton, Ohio

George L. Stewart, M.D.
Chairman, Anchorage Council on Smoking and
Health
Anchorage, Alaska

Ian P. Stolerman, Ph.D.
University of Birmingham
MRC Neuropharmacology Unit,
The Medical School
Birmingham, England

Bruce C. Straits, Ph.D.
Associate Professor, Sociology
University of California
Santa Barbara, California

Carl-Edvard Sturkell, Bachelor of Law
Justice
Katrineholm District Court
Tingshuset
Katrineholm
Sweden

S. Leonard Syme, Ph.D.
Professor Epidemiology and Chairman, Dept. of
Biomedical and Environmental Health Sciences
University of California
School of Public Health
Berkeley, California

Charles Tate, M.D.
Dade-Monroe Lung Association
Miami, Florida

Robert M. Taylor, B.A., M.D., F.R.C.P. (C)
Executive Director
National Cancer Institute of Canada
Toronto, Ontario
Canada

Luther L. Terry, M.D.
President
University Associates, Inc.
Washington, D.C.
and formerly
Surgeon General
U.S. Public Health Service

Professor Gosta Tibblin, M.D.
Chief, Dept. of Social and
Preventive Medicine
University of Umea
Umea Sweden

Donald Tiggelbeck
Manager, Tobacco Industry Sales
Pittsburgh Activated Carbon Company
Pittsburgh, Pennsylvania

Eivind Toft-Nielsen M.Sc.e
Editor (and Commissioner)
Health Magazine and the Danish Council for
Health Education
Copenhagen
Denmark

Bratislav Tomic, M.D., M.P.H.
Director, Europa Bureau, I.U.H.E.
Institute for Health Education
Belgrade
Yugoslavia

Dr. T. C. Tso
Chief, Tobacco Laboratory,
Beltsville Agricultural Research Center
Agricultural Research Service
U.S. Department of Agriculture
Beltsville, Maryland

Richard W. D. Turner, M.D., F.R.C.P.
Senior Research Fellow in
Preventive Cardiology
University of Edinburgh
Edinburgh
Scotland

Benjamin L. Van Duuren, Sc.D.
Professor of Environmental Medicine
New York University Medical Center
New York, New York

Karl R. Waernberg
President
Swedish Tobacco Company
Stockholm
Sweden

F. R. Wake, Ph.D.
Professor of Psychology
St. Patrick's College
Carleton University
Ottawa, Ontario
Canada

Nicholas J. Wald, M.D., M.R.C.P.
Lecturer in Medicine
DHSS Cancer Epidemiology & Clinical Trials Unit
Dept. of the Regius Professor of Medicine
Radcliffe Infirmary
Oxford
England

Leo K. Widmer, M.D., D.Sc.
Division of Angiology, Head, Dept. of Internal Medicine
Kantonsspital
Basle
Switzerland

Lars Wilhelmsen, M.D.
Associate Professor
Medical Department
Sahlgren's Hospital
Göteborg
Sweden

Peter D. Wood, D.Sc.
Adjunct Professor of Medicine
Stanford University School of Medicine
Stanford, California

A. P. Woudenberg, M.D.
Regional Officer in Health Education and Social Sciences
World Health Organization
Regional Office for Europe
Copenhagen, Denmark

John P. Wyatt, M.D.
Director, Tobacco Health Research Institute
University of Kentucky
Lexington, Kentucky

Ernst L. Wynder, M.D.
President
American Health Foundation
New York, New York

Alfred Yarrow, M.B., Ch.B., D.P.H., F.F.C.M.
Senior Medical Officer
Department of Health & Social Security
London
England

Bryan F. Zilkey, Ph.D.
Research Station
Canada Agriculture
Delhi, Ontario
Canada

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